



beautiful
wood



for
beautiful
homes

with Weldwood[®] plywood



ideas
that
strike
home...

...scores of them...how to utilize Weldwood paneling to the best advantage in new and old houses...



To give the rich beauty of Walnut Weldwood its rightful prominence, architect Daniel Schwartzman kept the room design simple and fluid.

Thinking of modernizing a room or a house . . . going to build? Every page of this booklet is filled with smart, practical suggestions on how you can bring fresh, modern and permanent beauty to every room with Weldwood Plywood!

With Weldwood Plywood rooms even moderate budget homes may be outstanding, something to fill you with pride and contentment. Dozens of fine woods are available, both domestic and imported, to aid you in making a selection to your liking.

suppose we start right now...

Let's consider Weldwood Plywood for your new home. Consider the beauty, the lasting charm of paneled rooms that time enriches with a deep and lustrous patina. Once installed, Weldwood Paneling is practically maintenance-free—requires nothing but occasional waxing to retain its original appearance. And, you may save over a month in building—no waiting for plaster to dry. With Weldwood dri-built walls you eliminate the inevitable dampness of new plaster, which often warps and twists joists and uprights, thereby imposing unpredicted stresses and strains. This saving in time is substantial when translated into terms of cost. To all these advantages you can add the fact that Weldwood Plywood is guaranteed for the life of your home.



See how well Birch Weldwood sets off the rough gray stone and green foliage of the indoor garden.



*Weldwood plywood
for interior use is guaranteed for the life
of any house in which it is installed*

Weldwood panels provide that extra measure of luxury in functional modern design.





a room is as old as it looks...

Take the room you are in — look it over — study it — let your imagination run free! You can see the walls dramatically transformed with Weldwood Plywood. The room has taken on a thrilling new personality — it has warmth, and the satin smooth wood with its lovely natural graining reflects a sense of wealth and security! It's exciting, like moving into a new home! In a surprisingly short time Weldwood Paneling can be installed right over the old walls!

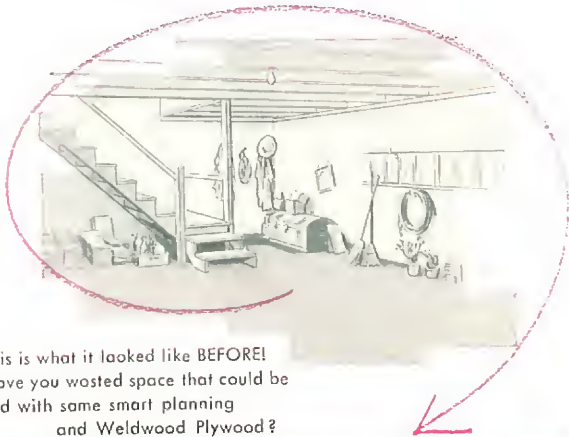
You can do marvels with Weldwood . . . bring sunshine into dark rooms by using the lighter woods — lovely blondes . . . or tone down and give rich dignity to rooms that are noisily over-bright, by using the beautifully grained dark woods.

Weldwood panels perform wonders when you are remodeling. Would you believe this is the same dining room shown above? A built-in Weldwood china cabinet, a new window treatment and Weldwood walls made all the difference.



invitation to better living...

This room is smart. Examine it carefully . . . the horizontal lines, a new decorators' trick . . . give an added sense of spaciousness. The clever bands of playing cards add a gay touch to a room that serves as the entertainment center in the home . . . here is the place for fun and relaxation — there you would have your television, maybe, and your radio phonograph built-in to clever Weldwood Cabinetry. Just a week ago this delightful room was a dingy, depressing basement . . . valuable space wasted for the want of a practical idea. Along came easy-to-install Weldwood Plywood and, as if by magic, the transformation took place — bringing with it great satisfaction and added value to the house.



Yes, this is what it looked like BEFORE!
Have you wasted space that could be
saved with same smart planning
and Weldwood Plywood?



The quiet charm of Early American design is beautifully expressed in this Knotty Pine Weldwood fireplace wall and wainscot designed by Henry Bisordi.



Refreshingly "different" and modern as tomorrow . . . a natural Birch Weldwood kitchen. Those gleaming black counters are easy-to-clean Micarta.



In the fine old tradition . . . richly grained Walnut Weldwood set off by stark white trim. This is an attractive way to use the lower-priced short panels.



Do you have a stairwell problem? This is a simple and unusually decorative solution . . . blonde finished Oak Weldwood. Percival Goodman, Architect.



Built-in Bookcases form a handsome wall in any room. Cabinets are so convenient and here's a place for the radio!

inexpensive ideas by the dozen...

to beautify your home

with Weldwood Plywood

Your home says so much about you. Let it say nice things. Charm and good taste need not be gauged by money spent. By now you certainly have a lot of good ideas of your own about things that Weldwood Plywood can do for you to change the aspect of your home, giving it fresh charm. Here we submit a dozen more — little touches that mean so much.

It's fun to plan and anticipate, but until you actually have seen Weldwood perform, you can't have any realization of the striking effects and glamorous touches it can bring, almost overnight. Even the home handyman can achieve amazing, professional results, for Weldwood Plywood is easy to work with.

Weldwood means good housekeeping, too. Its permanence is assured, its beauty is easy to maintain, and you need never have redecorating bills — what's more — you'll never see your rooms grow dated and shabby.

You have a wide choice of imported and domestic cabinet woods to serve your wishes with Weldwood. It adapts itself perfectly to your taste, whether traditional or modern. Don't put off until a vague tomorrow the many pleasures you will find in a home that fulfills your dreams.



Weldwood Plywood, in a checkerboard design, makes an effective wall treatment. Use pre-cut squares or Checkerboard panels.

Small sized panels cost less per square foot—many of these ideas utilize these lower-priced panels.



Frame a Picture Window in harmonious Weldwood. This one-wall treatment is ultra smart.



Corner Cupboards bring their traditional charm to any room and offer a showcase for treasured antiques.



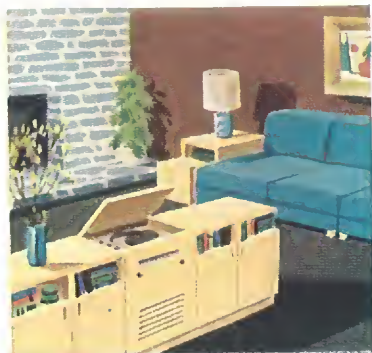
A Friendly Foyer for a fine first impression. Weldwood paneling sounds a definite note of welcome.



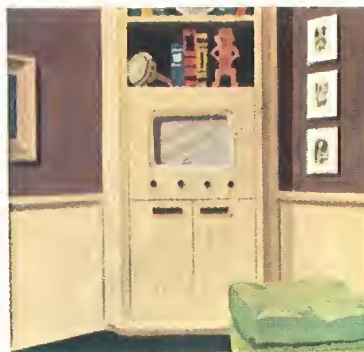
Panel the Fireplace Wall and see it give life to the whole room. Try Surfwood for an informal, modern effect.



A Gay Breakfast Nook does away with drabness in the large kitchen, and saves so many steps. Build it with Weldwood.



Half-high Storage Wall—ideal to divide living and dining sections, and so useful.



A Television Corner—your personal theatre, so placed that the best possible viewing angle is assured.



A Bay Window takes on its rightful importance when Weldwood framed.



A Dining Room Wainscot revives this room and gives it striking individuality and appeal.



Ceilings of Weldtex Squares, easily applied, go up quickly.

here is how

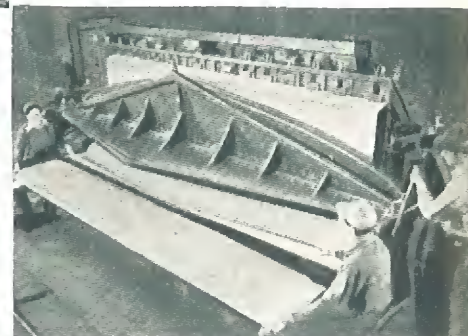
Weldwood® panels

*come out of the forest
and into your home*



1 IT TAKES BUT A FEW HOURS to install Weldwood Plywood Panels in your home, but scores of winters follow scores of summers before the trees are ready for cutting.

2 CHOICE LOGS from all over the world are first stripped of their bark and, after careful grading and selection, are cut into thin sheets of veneer. By the use of various methods of cutting, Weldwood engineers are able to get the most appealing grain patterns from each log.



4 VENEER SHEETS are carefully dried in special driers and then assembled into large over-all pieces. Here are some of the large sheets being "laid up" before hot-pressing. Face veneers are carefully matched to achieve lovely decorative effects.



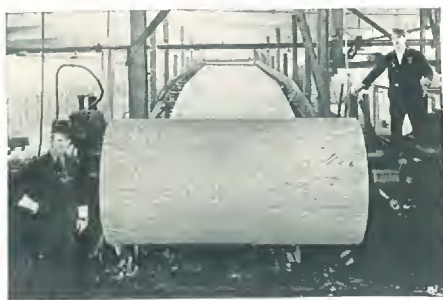
5 A TREE IS STRONGER along the grain than across the grain. Using plastic resin adhesives Weldwood is made by bonding thin plies of wood together, the grain of each ply running at right angles to the next. This assures maximum strength.

6 SEE THOSE DIALS? They tell the exact amounts of heat and pressure being applied to our wood "layer cakes" in this Weldwood Plywood press.



8 DRI-BUILT CONSTRUCTION saves weeks of building time. When you select Weldwood Plywood Panels for your walls there's no waiting for water-heavy plaster to dry; there's no dampness to cause sticking windows, warped doors and woodwork.

some questions and answers about Weldwood Plywood



3 CERTAIN WOODS are cut on this type of rotary lathe which "unwinds" the log by revolving it against a razor-sharp blade. Only the best sections of veneer are used for Weldwood Plywood.



7 WHICH IS YOUR FAVORITE WOOD? Do you prefer oak, walnut, rich mahogany, or blonde Korina? Or perhaps knotty pine, or Weldtex, Weldwood's striated plywood, is your choice. Best way to choose is to go to your lumber dealer who will show you samples of Weldwood in these and other beautiful woods.



9 LUXURY in a modest cost home! Surrounded by the everlasting beauty of Weldwood Plywood Panels, you'll never have to worry about repairs or replacements. Crack-proof and permanent, walls of Weldwood Plywood need only occasional waxing.

Q Can Weldwood be installed in both NEW and OLD HOUSES?

A Yes — right over the framing in new construction; over existing walls and ceilings in old houses.

Q Can it be used OVER PLASTER and MASONRY?

A It can, and very successfully. See page 18.

Q Is Weldwood Plywood STRONG?

A Remarkably strong. Actually, it is stronger than steel, on a weight for weight basis. The secret of Plywood's great strength lies in its cross-grain construction which distributes strain in two directions and eliminates splitting.

Q Does it WARP, or come APART?

A No. When properly installed, Weldwood will not warp, nor will it come apart.

Q How does Weldwood STAND UP in hot, dry, cold or damp locations?

A Excellently. It will withstand all natural temperature changes when surfaces are protected by a good finish. Where dampness is excessive and where condensation occurs regularly, the exterior grade of Weldwood should be used.

Q What about CEILINGS, must they match?

A Not necessarily. This is a matter of choice. Weldwood ceilings are the perfect complement to Weldwood walls but you can use any other ceiling material you wish.

Q Is Weldwood better suited to MODERN than to PERIOD DESIGN?

A No. Like all fine woods, Weldwood has an ageless quality. It is never "dated" and consequently it is as appropriate to the traditional as it is to the most modern of contemporary styles. This is another of Weldwood Plywood's important advantages.

Q Should only certain COLORS or FURNISHINGS be used?

A Use whatever furniture and color combination you want. Natural wood is a perfect background.

Q Is Weldwood EXPENSIVE?

A It is not. Being a permanent and repair-free paneling, the first cost is the only one. The large assortment of wood species means that there are attractive types in every price range. Have your lumber dealer show you Weldwood Plywood and tell you exactly what each type costs.

Q Are the panels difficult to INSTALL?

A No, any carpenter or handyman can do the job. See pages 18 and 19.

Q Must the panel edges be covered with MOLDING STRIPS?

A No. You can have smooth, flush walls with inconspicuous joints. See page 19. Or you can use matching Weldwood Moldings. These are made of metal, covered with wood veneers that match the panels exactly. The Moldings are made in four styles which take care of all installation requirements.

Q How are Weldwood walls CARED FOR?

A Once in a while give them a thin coat of wax. That's all. Finger-marks, and even crayon marks, can be wiped off with a damp cloth.

take your choice

*from Weldwood's wide assortment
of beautifully grained woods*



The nine wood samples shown on these pages are typical Weldwood panels which have been given only the natural, clear finish so popular today.

It should be kept in mind that there is a natural variation in the grain of all wood. However, the finish may be lightened or darkened according to your preference.

You can plan striking effects with any of these rich woods and be absolutely certain that the result will be beautiful and artistically correct. Weldwood panels come in various sizes and thicknesses for various purposes. The $\frac{1}{4}$ " panels are most often used for walls and ceilings in the home. Heavier panels up to $\frac{3}{4}$ " are generally required for cabinets and similar construction. The standard width of Weldwood panels is 4 feet and there are many lengths available, the most popular being 6 feet, 7 feet and 8 feet. For architectural applications a special grade of matched panel of $\frac{3}{4}$ " thickness is generally used.



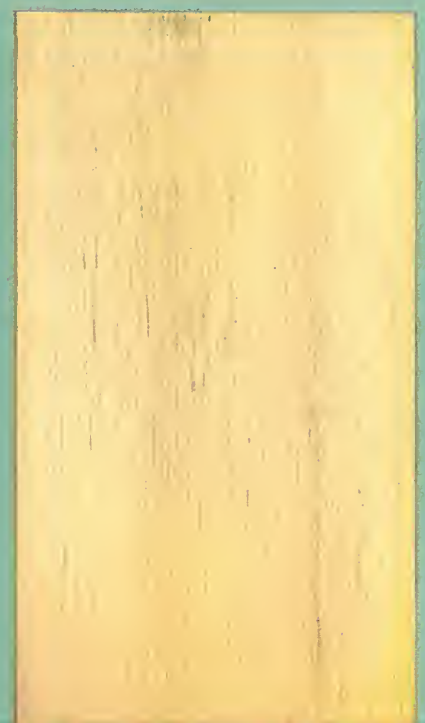
American Elm



African Mahogany



White Oak





Korina



Philippine Mahogany



Birch



Honduras Mahogany



Idaho Knotty Pine



Sliced Walnut





Weldwood belongs in the kitchen, too. See how Designer Fred Gerstel handled it here. Architect: Russell Kilburn. Builders: Chas. Hermon Const. Co.

planning...for Weldwood Plywood

Weldwood Paneling gives you such scope for utilizing your own ideas, for putting something very personal and expressive into your home. You can indulge your own preference because, regardless of the wood you select, you can be sure you will be providing a harmonious background for your choicest furnishings. You have the further assurance that should you want to change your furniture or arrangement you will have

no color problem as Weldwood Paneling is adaptable

to any color scheme. Choose the particular wood you prefer from Weldwood's wide variety. Then let your good taste, your ingenuity, and maybe a little creative daring, lead you the rest of the way — you will be assured of permanent, lasting satisfaction.

Go to your lumber dealer — he will be glad to show you samples of Weldwood Plywood Panels or will get them for you and help you make your selection. If you are building a new home your architect, contract-builder or decorator will give you sound advice.

Even a single Weldwood wall gives a room extra distinction. Blonde woods like Korina are especially effective with dark painted walls. Architect: Gerson T. Hirsch.





Arrange Plankweld panels so light strikes the joints on the overlap side and you will have interesting shadow lines, like these. The stronger the light, the bolder the shadow. If you want to play it down, have the light fall on the opposite side.



This was once a garage! Good planning, and Weldwood Plankweld, converted it into this charming combination playroom-guest room. R. Olinger was the Architect.

plankweld...

the wood paneled room that comes in a package...

Plankweld, the pre-finished plywood paneling comes ready to install and easy to handle! It is the newest, the fastest and most attractive means of room transformation you ever saw! Plankweld brings the charm and lasting beauty of lustrous wood paneling within easy reach and provides a method of installation that anyone can handle. You can use Plankweld pre-finished wood paneling over new walls or old . . . right over bare studs or sheathing . . . even over wallpaper or unsightly plaster. If you can saw a board and drive a nail, Plankweld, with its rich satin finish, can be on the walls of your favorite room this week-end! And it's priced to bring you the permanent, lasting beauty of wood paneling at real budget figures too! Available in naturally beautiful birch, oak, walnut, Philippine Mahogany and Honduras Mahogany. Plankweld comes in packages of ten panels 16¼ inches wide, 6, 7, and 8 feet long, ¼ inch thick. Included are ingenious metal clips which hold the paneling firmly and invisibly to the wall to make it easy to put up.



1. Anyone can install these new, beautiful walls.

2. Plankweld goes up equally fast over old walls or new.

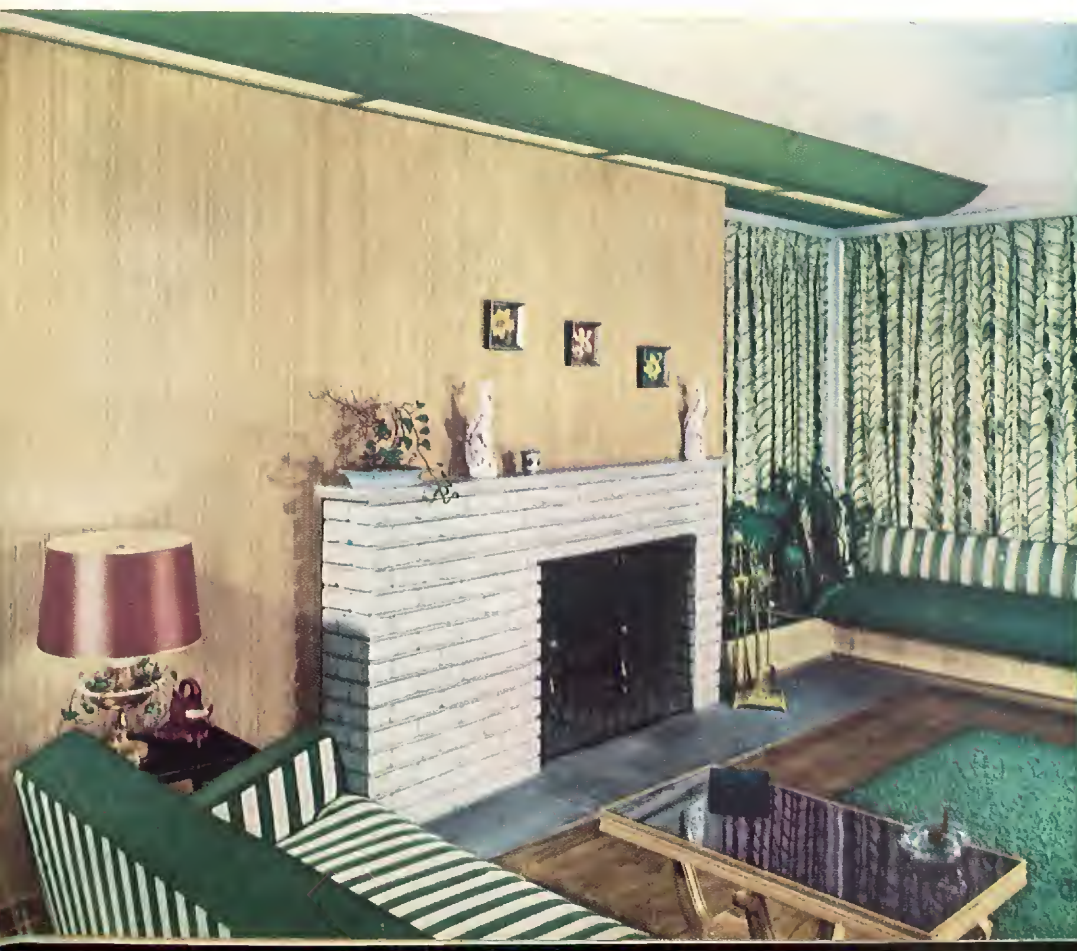
3. Fastened with special clips — no visible nailing.

Weldtex striated Plywood...

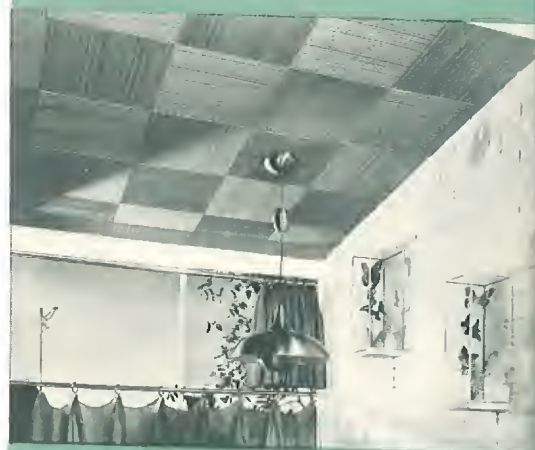
*ready-made beauty, "At Home"
all over the house...*

If you are on the lookout for the "short-cut" to assured home beauty, Weldtex is the immediate, economical and exciting answer! For Weldtex has a built-in decorative quality that gives entirely new effects the moment it is installed — effects that cannot be duplicated with any other material. And Weldtex is actually low in cost. It is economical to install because the surface striations conceal joints, make butting easy, and hide nail heads without putty or setting.

In addition to wall paneling, Weldtex is ideal for built-in furniture, cabinets, bar fronts — anywhere an attractive surface is desired. In its natural finish, Weldtex is a soft, mellow tan — but it can be finished as desired, including natural and modern blonde, and its striated texture produces a dramatic two-tone effect.



A Weldtex checkerboard ceiling will do wonders for an otherwise plain room... it is a decoration in itself. Use the size squares you like and arrange them so striations alternate, as they do here.



Beauty belongs on the outside of a house, too. Ready-cut Weldtex Siding like this (or Exterior Weldtex panels, if you prefer) provides that beauty and also insures dependable service... weatherproof, durable.



Weldtex comes in panels 4 x 8 feet, 4 x 9 feet, 4 x 10 feet, 5/16 inches thick, in Fir, Gum, Pine and Philippine Mahogany. Gum Weldtex is also available in 12, 16 and 24 inch squares for unusual wall and ceiling effects. For cabinet construction there is a 3/4 inch thick Weldtex.

Weldtex comes in an exterior grade, too, in Fir. Completely weatherproof—the panels will not warp, "check" or split and may be used as siding to achieve unusual exterior beauty and dependability. Exterior Weldtex is widely used for the modern home, and for the summer cottage or cabin. It is available in panels 4 x 8 feet, 4 x 9 feet, 4 x 10 feet, 3/8 inch thick, and also in ready cut strips 48 x 15 1/2 inches for an easily applied siding in shingle style.

Finishing Weldtex is simple. Natural, blonde, tinted, painted or two-tone effects are readily obtained on both interior and exterior grade panels.

novoply®

Look around your home and you'll find ever so many ways to use Novoply. This unique all-wood paneling has a sleek surface that literally shimmers. That's because the millions of small wood flakes of which it is made catch the light and reflect it in an unusual wood mosaic pattern.

Because Novoply also has the remarkable property of extreme flatness (it stays flat without framing or support) it is ideal for movable as well as stationary walls, for ceilings, sliding doors, cabinets and furniture. You'll find there's practically no limit to the striking effects you can create with versatile, economically priced Novoply.



Novoply is made in two types — naturally light Fir-Pine and rich-toned Redwood; in two thicknesses — $\frac{3}{8}$ inch for walls, $\frac{3}{4}$ inch for cabinet construction. Panels are 4 feet wide, up to 8 feet long. Apply any finish you like — blonde or natural, stain, tint or paint.



Do you have a window with a view problem? A louvered screen like this is the answer. It's wonderfully decorative, and so convenient — a flick of the hand will open or close the louvers. Make it of Novoply . . . it's easy.

Here's the way to do it: cut Novoply into slats 8 or 12 inches wide, as long as necessary, and tie them together by laying a thin wood or metal strip over the top edges. Loose-nail at one corner of each slat. Now mount top and bottom on dowels spaced to set into the center of each slat edge.

Follow the same procedure, add a frame top and bottom, and you have a decorative, functional room divider. Easy, isn't it?





*durability
and good looks
with*

Weldwood®
*flush
doors*

Doors have dual responsibilities. They must be rugged, able to withstand constant use; they must be permanently sound and successfully resistant to abuse, change in temperature and humidity; they must be easily cleaned; and they must also serve as definite parts of the decorative scheme.

Because of the very characteristics of the materials used in them, Weldwood Flush Doors are ideal for their function . . . strong, light, non-warping . . . once hung, they remain straight — summer and winter, year in and year out. Their smooth, unbroken surfaces offer no harboring place for dust or dirt . . . they keep themselves clean.

Weldwood Doors employ different methods of construction, depending on the use to which they are to be put. They are surfaced with a wide selection of fine decorative woods, and they are also available in sanded utility grades, ready for painting or enameling. Select the right door for its particular use and place.

Included in the Weldwood assortment are:

Weldwood Hollow Core Doors

Weldwood Lumber Core Doors

Weldwood Stay-Strate (mineral core) Doors

Weldwood Fire Doors (mineral core; approved by
Underwriters Laboratories for Class B & C openings)

*And to
top it all*

WESTINGHOUSE

Micarta[®]



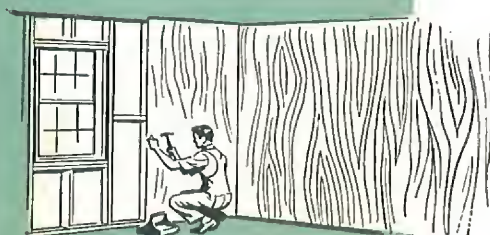
For surfaces where beauty must be combined with extra resistance to hard wear, Westinghouse Micarta plastic surfacing is especially suitable. It is made in many handsome colors and patterns, as well as genuine wood veneers. Remarkably easy to clean, Micarta is unequalled as a top for sinks, kitchen counters, lavatories, etc. Because it is also resistant to cigarette burns and alcohol stains, Micarta makes a serviceable, decorative top for furniture and cabinets in every part of the house. You can buy dinette, kitchen and living room tables with Micarta tops, and you'll find the same surface on desks and other furniture. Micarta is also available in panels mounted on plywood, convenient for use by the carpenter, contractor or even home hobbyist. Instructions for sawing, drilling and working Micarta panels may be obtained from lumber dealers who stock the material.

MICARTA is manufactured by Westinghouse and sold for decorative purposes only, by United States Plywood Corporation and U. S.-Mengel Plywoods, Inc.



Installing Weldwood panels over brick or masonry.

Weldwood panels being installed in new construction.

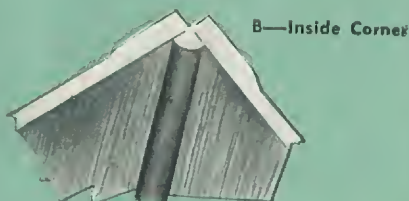


Weldwood® moldings

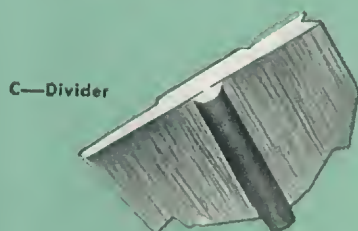
Made of metal, covered with wood veneer to match Weldwood paneling, these moldings simplify installation and also add a decorative finish to panel edges and joints.



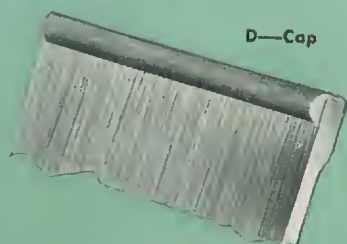
A—Outside Corner



B—Inside Corner



C—Divider



D—Cap

how to install and finish Weldwood...

Weldwood Plywood, because of its light weight and large size panels, is extremely easy to install. It can be sawn readily either by hand or with power tools, and has the important virtue of taking nails or screws close to the edge without splitting. The following general instructions, which apply to the $\frac{1}{4}$ " thick panels most often used for walls, cover some of the more important points to be considered, although we recommend you obtain a copy of our instruction book, "Building Better with Weldwood Plywood," for more complete instructions. Copies are available at 25c each.

Here are a few basic rules to remember. If you are going to panel the ceiling, do this first, then start the walls. Make sure the surface to which you are attaching the panels is straight and true. A plumb line will determine this, and a few shims placed under the furring where needed will give you a true surface. Stand the panels against the wall and arrange their sequence so that color and grain pattern form the most pleasing overall effect. Start paneling in one corner of the room. Line up the first one accurately and fit it carefully into the corner. The rest of the panels are bound to be straight. It is advisable to leave at least $\frac{1}{4}$ inch clearance at top and bottom of the panels. These openings will be covered by moldings later.

In new construction, if studding is straight and true you can attach the panels directly to studs and intermediates. If you are not sure about the studs, however, use furring. (See next paragraph.) Fasten the panels, using nails or a combination of nails and glue. In the latter method a good wood-to-wood adhesive, like Weldwood Glue, is brushed on the furring or studs. Panels are then nailed on with four-penny finishing nails or #19 ($\frac{3}{4}$ inch) brads, spaced about 8 inches apart along all edges and about 12 inches apart on the intermediates. Without the glue you will have to set nails closer together, about 6 inches apart.

Furring strips. It is generally advisable to furr out old walls. Plywood furring $\frac{1}{4}$ inch thick and 2½ inches wide is usually adequate for plaster walls. Nail the strips on horizontally, about 16 inches apart. Nail through the plaster into the studs (you can locate these by following nail placement in the baseboard.) Since furring strips must be placed under all panel edges, add vertical strips where needed. Spacing will depend on the width of your panels. If you are paneling a masonry wall use 2 x 3 inch lumber as furring, and attach it vertically so that the center of each furring strip is exactly 16 inches away from the center of the strips on either side. Horizontal strips are inserted at ceiling and floor, and about halfway between. If you find it difficult to nail into the masonry use a star drill and insert wood pegs.

Weldwood Plywood over old walls. If you are installing the panels over outside plaster walls coat the panel backs with Firzite or white primer. Do the same when installing Weldwood over masonry, and provide an additional moisture barrier by tacking building paper over the furring, under the panels. Make sure the wall you are paneling is dry. Dampness or seepage should be corrected first. Sometimes all that is needed is proper ventilation; a good waterproofing compound may be the answer in other cases. Check this carefully. If the condition cannot be corrected entirely, use exterior grade Weldwood Plywood.

Plywood

How to handle Joints. Many types of joints are possible but the simplest and probably the most economical to produce is the shallow V. Wrap sandpaper over a wood block and lightly bevel the long edges of each panel, sanding no deeper than the face veneer. Where joints are to be emphasized as part of a decorative scheme, use matching Weldwood Moldings. These can also be used for inside and outside corners, wainscot caps, etc. They are easy to use and they speed up installation.

Ceiling and Base Treatments. Scraps from plywood panels make economical matching trim. See "Building Better with Weldwood Plywood" for instructions. Stock moldings and bases can also be used.

Weldwood Ceiling panels are installed in much the same way as wall panels. Plaster ceilings should be furred out but panels may be fastened directly to joists in new construction. Use any size panels you like but you will find that the smaller sizes are easier to handle. If you want to install small Weldwood squares, in the popular checkerboard effect, you can save time by first attaching 5/16 inch fir Weldwood sheathing to the joists. Nail the squares directly to this. You can buy the squares already cut in 12, 16, and 24 inch sizes, in Weldtex and other woods.

Finishing Weldwood Plywood. All Weldwood Plywood (except Plankweld, which is already finished) should be given a good finish, not only to bring out the full beauty of the wood but to protect the surfaces. While there is practically no limit to the variety of finishes that can be applied to Weldwood paneling, the natural finish is perhaps the most popular since it does not materially change the true color of the wood, nor does it conceal any part of the grain or figure. This effect is easily obtained with Satinlac, a modern finishing material developed especially for fine woods. Brush on two coats of Satinlac and rub each one down with fine steel wool. Then apply a coat or two of light colored wax and you have a clear, smooth finish with the luster of old satin. For a "blonde" effect apply White Firzite first, wiping it off again after a few minutes. Then proceed with Satinlac and wax. Softwoods like Weldtex should be sealed with Firzite or a similar sealer before finishing. More detailed suggestions on Weldwood Plywood finishing can be obtained from your lumber or finishing materials dealer. Or you can write us for a copy of "How to Finish Weldwood Plywood."

The following trademarks are the exclusive property of United States Plywood Corporation and are registered in the U. S. Patent Office: Weldwood, Weldtex*, Korina, Surfwood*, Flexwood*, Plankweld**, Kalistron**, Novoply**, Satinlac, Firzite and Sloy-Strote.

*Patented

**Patent pending.



WELDWOOD GLUE . . . A dependable, highly water-resistant wood-to-wood adhesive. Popular with home craftsmen, hobbyists and industrial woodworkers.

FIRZITE . . . Pre-sealer for Fir plywood and soft woods. Prepares surfaces for finishing. Minimizes grain-raise and checking. Made in Clear, for natural finishes, and in White, pigmented for undercoating or transparent "blonde" effects.



SATINLAC . . . For a clear, satin-smooth finish on fine woods. Dries quickly, does not turn yellow. All the finish you need to preserve the natural beauty of Weldwood paneling.

Ask about two new Weldwood adhesives: Presto-Set Glue and Weldwood Contact Cement.

some interesting WELDWOOD specialties

surfwood . . . Textured Weldwood Plywood in the modern manner. Very decorative, inexpensive panels, 5/16 inch thick, 4 by 8 feet, for interior walls, etc.

checkerboard . . . Exquisite hardwood veneers in 16 inch squares form a single face on 4 by 8 foot panels. Provide the popular checkerboard effect without installing individual squares.

kalistron . . . Strong plastic material for upholstery, luggage, wall coverings. Unusually wear-resistant. Comes in a wide range of permanently beautiful colors.

flexwood . . . This is fine veneer mounted on cloth to make a highly flexible wood sheet. Excellent for covering curved walls, columns and similar surfaces. Widely used in offices, stores and other commercial interiors.

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